

WHAT IS MAILCHIMP?

MailChimp is an e-mail marketing software that can help you create, send, and monitor customized e-mail campaigns for your department or school. This includes simple e-mail blasts and e-newsletters.

MailChimp is the only third party e-mail marketing platform that is supported by Loyola University Chicago's University Marketing and Communication (UMC) department. The UMC Web Team can help you pre-load university branded templates in your MailChimp account. To get started, contact the web team at webteam@luc.edu.

WHY MAILCHIMP?

- It is the most affordable e-mail marketing software that is easily customizable and has high success in delivering e-mails to inboxes
- Has a *Forever Free* plan that works for most departments and schools
- Platform is easy to use for anyone regardless of how tech savvy one is or is not
- Includes advance features in its email creation and tracking tools
- Templates work with most e-mail clients; responsive and mobile friendly
- Templates are easily customizable; UMC supported
- Provides [guides and resources](#) such as video tutorials to help you create effective and dynamic campaigns
- Allows for A/B testing

PRICING

- *Forever Free Plan*: MailChimp is free for accounts with up to 2,000 subscribers and 12,000 e-mails per month.
- For MailChimp pricing for accounts with more than 2,000 subscribers, [click here](#). They offer *Monthly* and *Pay as you go* plans.

Non-Profit Discount:

- MailChimp offers a 15% discount to nonprofits and charities. To request the discount, sign up for a MailChimp account, and contact MailChimp's billing team with your account username and a link to your organization's website. That's usually all they need to confirm that you're a nonprofit organization.
- MailChimp may require a fax of your nonprofit documentation and MailChimp account name for approval.
- After you're approved, each time you place an order for email credits, the regular pricing will be marked out and you'll see the 15% discount applied on the screen. Nonprofit monthly users will see the discount applied each billing cycle.
- MailChimp can't provide retroactive discounts or refunds on past orders or purchases, so be sure to ask for the discount soon after you sign up for your account.

IS MAILCHIMP RIGHT FOR YOU?

- MailChimp can work for you if you answer YES to any of the following:
 - You plan to send out LUC branded e-blasts or e-newsletters to your contact list that contains e-mail addresses external to Loyola University Chicago.
 - You plan to send out LUC branded e-blasts or e-newsletters to your contact list that contains select luc.edu e-mail addresses (for example, only to the people in your department)
- You must contact the [Internal Communication team](#) if you answer YES to any of the following:
 - You plan to send out LUC branded e-blasts or e-newsletters to all LUC faculty and staff
 - You plan to send out LUC branded e-blasts or e-newsletters to all LUC students
- You must contact the [Advancement Communication team](#) if you answer YES to any of the following:
 - You plan to send out LUC branded e-blasts or e-newsletters to LUC alumni
 - You plan to send out LUC branded e-blasts or e-newsletters to LUC donors

STEPS TO GET STARTED WITH MAILCHIMP:

1. Submit your request for an e-blast or e-newsletter by filling out the [UMC Creative Request form](#).
2. A member of the UMC web team will contact you within 72 hours of submitting your request.
3. When MailChimp has been determined as a solution for your needs, a MailChimp account will be created for you and the following steps will take place:
 - a. LUC branded templates will be loaded to your MailChimp account
 - b. You will receive an e-mail invitation from MailChimp
 - c. UMC web team will send you a step by step instruction via e-mail
 - d. Training can be scheduled as needed (in-person OR over the phone)
 - e. Test and Send your first e-mail campaign

A FEW NOTES ABOUT YOUR MAILCHIMP ACCOUNT:

- You are the owner of your MailChimp account. This means that you are responsible for managing and maintaining anything account related. Make sure to read Mailchimp's [General Compliance Tips](#) to avoid account suspensions.
- The UMC Web Team can help with your initial account set up and template-related issues.
- Make sure to read MailChimp's [Terms of Use](#)
- You are responsible for maintaining and managing your contact list on MailChimp. It is VERY IMPORTANT that you read and follow Mailchimp's [Requirements and Best Practices for Lists](#). You will need to work directly with MailChimp support on any issues with your list.

HOW TO CREATE AN E-BLAST OR E-NEWSLETTER ON MAILCHIMP:

Click **CAMPAIGNS** (top navigation) >> Select **Create Campaign** (top right of the Campaigns page) >> Select **CREATE AN EMAIL** >> **Fill in the information** for your campaign >> Click **BEGIN** >> **Select List** (default Entire list, you can change this later) >> Click **NEXT** (blue button at the bottom right of your browser) >> **Fill in the Campaign Info** (campaign name, email subject, from name, from e-mail address) >> Click **NEXT** >> Select **SAVED TEMPLATES** (top navigation) >> **Select the pre-loaded template** I've set up for you (2017 – E-Newsletter Template OR 2017 – E-blast Template) >> **Fill in the contents** of your e-blast

PLEASE REMEMBER THE FOLLOWING:

1. Make sure to **preview and test your campaign** before sending it out to your contact list. To do this, you can **click PREVIEW and TEST** dropdown arrow on the top right of your browser.
2. When you are done editing your campaign, **NEVER click on the Save as Template**. Instead, **click on "Save and Exit"** if you are not ready to send out your campaign yet.
3. **NEVER edit the templates I loaded under the "Templates" tab**. **All campaigns should only be created under the "Campaigns" tab**.
4. Make sure to read the information about LISTS prior to uploading your list on your MailChimp account. *Refer to page 5 of this document.*
5. When you are ready to send out your campaign, click on the "CONFIRM" link at the bottom center of your browser.
 - a. Select your list
 - b. make sure the subject line is correct
 - c. make sure the e-mail address is correct for "Replies"

LOYOLA TEMPLATE GUIDELINES:

- Image Dimensions (all image resolutions should be set to 72px/in)
 - 2 column contents with one column narrower than the other: Max width = 170px
 - 2 column contents where both columns are equal width: Max width = 240px
 - Lead Photo: Always MUST equal to 600px wide
- Loyola Colors Hex Codes
more info at: LUC.edu/umc/brandstandards/graphicidentity/colorpalette/
 - Maroon = #922247
 - Gold = #FEBD18
 - Gray = #959595

REFERENCE LINKS:

- Getting Started with MailChimp: <http://kb.mailchimp.com/article/whats-the-best-way-to-get-started-with-mailchimp/?t=1395861515&v=13&enc=a67b5e86658899c862789ba83941e582ead7ebe2c78dd0eef32c3a359f6d3adb>
- General MailChimp Guides and Resources: <https://mailchimp.com/resources/>
- Common Rookie Mistakes Guide: <https://mcreources.wpengine.com/guides/common-rookie-mistakes-email-marketers/>
- MailChimp Support Page: http://kb.mailchimp.com/?_ga=2.176522785.526213114.1497275707-1977899373.1495138743
- MailChimp Support E-mail Address: help@mailchimp.com
- Account Related Information: <http://kb.mailchimp.com/accounts>
- Account upgrades/pricing: <http://mailchimp.com/pricing/>
- Getting Started with Lists: <http://kb.mailchimp.com/lists/growth/getting-started-with-lists>
- MailChimp Terms of Use and Anti-spam requirements: <http://kb.mailchimp.com/article/what-is-required-to-meet-your-terms-of-use-and-the-can-spam-act/?t=1395861515&v=76&enc=112bb18e34cdd5151a16666aa48eb4ac67b7cc1f3ebabd66aa5e58c2246b1d33>
- Information about Account Suspension: <http://kb.mailchimp.com/accounts/compliance-reviews/about-suspension>
- Mailchimp's Requirements and Best Practices for Lists: <http://kb.mailchimp.com/lists/growth/requirements-and-best-practices-for-lists>

UPLOADING YOUR CONTACT LIST TO MAILCHIMP:

MailChimp free accounts are usually flagged or suspended for violating MailChimp list policies. To avoid this problem, please make sure to read all the information about MailChimp's policies and guidelines prior to uploading any lists on MailChimp. Below are some tips.

1. Make sure to read through all of MailChimp's Policies and [Terms of Use](#). See reference links above.
2. The e-mail addresses on your list should all be valid and working accounts. If MailChimp's system detects a ton of bounce backs within minutes of running their system scan, they will automatically flag your account and you won't be able to send out anything until after you clean up your list.

You should be able to prove that your list is clean and people on your list have opted-in to receive your e-mails. Below are two options:

OPTION 1 (recommended): Do not upload your current list to MailChimp. You must first contact the web team at lwheeler@luc.edu to request a "Subscribe Form" created for you in your MailChimp account. You will be e-mailed a link for your form when it's ready. Then, using Outlook, you can send an e-mail to your current list inviting them to subscribe and you can include the link to the online form. The web team can walk you through the process of how to manage subscribers' information in MailChimp.

OPTION 2: Follow the steps below

Step 1: Using MS Outlook, send a text only "intro/welcome" e-mail to your list informing them that they are on your list and what they should expect (type of content they will receive, when the first e-mail will go out, e-mail frequency, etc) . Also, add a way for them to unsubscribe if they wish to be removed from your mailing list. You can do this by adding a link to an unsubscribe form (I can help you create this) OR, you can tell them to e-mail you directly if they want to unsubscribe.

Step 2: Wait a week (at least) to receive people's responses.

Step 3: Clean up your list. Remove those who unsubscribed.

Step 4: Upload your list on MailChimp.

Step 5: Create and Send your first MailChimp E-mail Campaign.

3. If you follow the instructions above and your account is still flagged, contact MailChimp at help@mailchimp.com. Tell them about the steps you took to prove that your list is clean and legit.